

Lily Cai

Head of Business Development and Marketing, China



Lily Cai is responsible for developing and executing business development and marketing strategies to grow Visteon's cockpit electronics business in China, the company's – and the world's – largest market. She works closely with various cross-functional teams such as sales and program management, as well as with business development teams at Visteon's joint ventures, to ensure the company is positioned to win business with vehicle manufacturers. She also oversees the marketing and communications functions in China to ensure alignment in processes, channels and messages.

Prior to joining Visteon, Cai was with Pactera Technology International Ltd., an international supplier of software solutions and IT services, where since 2015 she had been associate vice president of sales in the automotive business unit overseeing overall strategy and business development in China.

Before joining Pactera, Cai was senior sales manager and team leader for Harman International Industries, where she led business development efforts with China domestic vehicle manufacturers since 2011.

Cai has more than 13 years of experience in the automotive industry with multinational companies, including Lear Corp. and Delphi Packard Electric Systems. She has a strong track record of partnering with the management team and customers, developing strategic roadmaps and pursuing excellent business results with various international companies.

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